


TO: Connie Bulanda  
FROM: Thomas Lauinger   
SUBJECT: Women Shows: Fall 1996

DATE: April 15, 1996

### Overview

For the 1996 Woman's Show tour, we have a booth which is focused on V-Wear as a theme. The booth is a 10' x 20' exhibit with displays of Virginia Slims V-Wear merchandise, and blow-ups of V-Wear catalog visuals. The booth also contains light boxes with Virginia Slims branding and V-Wear logos. The look emulates that of a retail environment. Thus far, the booth has been successful at generating names and creating excitement about the V-Wear program.

This brief requests creative for visuals, signage for grand prize drawing, and "It's a Woman Thing (IAWT)" postcard for the second half of the year.

### Objectives

- Reinforce brand image.
- Reach female smokers in an event based format.
- Generate names for the database.
- Promote visibility and generate interest in V-Wear.

### Creative Strategy

Using V-Wear as a background, we will utilize the Women's Shows to reinforce the Virginia Slims brand image, generate names, and promote V-Wear. The specific strategies to accomplish this are as follows:

- The booth will highlight our 1996 Fall V-Wear, using display cases and hangers.
- Light boxes within the booth containing V-Wear catalog visuals.
- Generate names by offering free grab bag containing; VS lighter, fashion tipsheet (to be co-branded with Marie Claire), a copy of Marie Claire magazine, IAWT postcard, and Fall V-Wear catalog.
- Conducting a "Grand Prize" draw per show for the Fall V-Wear collection.

### Assignment

#### 1. Visuals for the Booth

- 5 Fall V-Wear visuals. As in the spring, there will be 3 larger visuals, and 2 smaller ones.

- Dimensions:

- large V-Wear light boxes (3); 29 1/4" W x 39 1/4" H
- small V-Wear light boxes (2); 22" W x 16" H

- Please note all visuals should be camera-ready art in chromes (all encompassing with logos, overlays, etc. on one piece); the vendor cannot work with discs.
- Timing: 7/15/96

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2. Signage for a grand prize drawing per show for full collection of Fall V-Wear items
  - The sign should be exciting enough to capture attention of women show patrons, but not so intrusive as to compromise the integrity of the retail style environment of the booth.
    - Communication Points
      - Call to action to enter the drawing
      - Virginia Slims Branding
      - Explanation of contest and available prizes
  - Timing: A&K due 7/15/96
  - POS: 85400
3. LAWT postcard (to be included in grab bag).
  - The postcard should relate to shopping to tie in with the retail environment of the booth, and the spirit of V-Wear
  - Timing: A&K due 7/15/96
  - POS: 85401

**Total Budget Requirements**

- \$5,000

CC:

**PM**

M. Gennaro

S. LeVan

M. Maggio

W. Marin

S. Rush

**LBCo.**

D. Altshuler

B. Chiarucci

D. Porter

B. Timmins

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